

brian j. avery

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professional qualifications

- Strong direct sales performance and experience
- Unique skill sets in sales, finance, telecommunications, marketing and technology
- Proven management and leadership experience

sales and leadership experience

Cisco
San Jose, CA
2005 - Present

Cisco Systems Inc. is a leader in communications, networking, datacenter and information security with over \$47B in annual revenues and over 73,000 employees worldwide.

- **Partner-Led Business Manager, Territory Business Manager (2012 - present)**
 - **Duties** - Responsible for business development and partner enablement through the partner-led RTM in commercial sales for Florida Territory.
 - **Performance** - 117% of goal for FY'14; FY'13 Winner of Lead and Scale Award
 - **Collaboration** - Work closely with channel partner executives on business development and demand generation, specifically focused on 2-tier Partner Plus Premier partners.
 - **Creativity** - Developed a weekly reporting engine for Partner Plus performance. Created a weekly Quick Hit Partner Briefing series leveraged on a national level to drive mindshare and partner enablement with over 9,500 attendees and 77 briefings to-date.
 - **Demand Generation** - Host a monthly cadence of end customer demand generation events with partners covering topics including: BYOD, Collaboration, Virtualization and Datacenter.
- **Small Business Account Manager, Territory Market Manager (2005 - 2012)**
 - **Sales** - Responsible for all SMB business in Florida with an annual sales quota of \$23 Million.
 - **Performance** - 118% of quota in FY2012, 110% in FY2011, 109% in FY2010
 - **Collaboration** - Worked closely with channel partner executives on business development and demand generation. Worked with Cisco Capital to develop and manage a successful SMB 0% Financing program. Worked closely with VTG BU on SMB product development. Worked with US Channels to develop a partner profitability model for Select partners.
 - **Creativity** - Developed an SBCS Pricing Tool for Select partners to accelerate SMB sales. Developed a multi-touch demand generation campaign for Select partners focused on UC Sales. Developed and managed partner enablement events utilizing Telepresence and WebEx.
 - **Awards** - FY'11 Winner of Lead and Scale Award, FY'10 Winner of Teaming and Collaboration Award, FY'07 South Area TMM of the Year, FY'06 Top TMM US SMB, Platinum Winner - Ultimate Experience Sales Competition FY'07

i-Tech
Orlando, FL
1999 - 2005

i-Tech is a Cisco Premier Partner with Advanced UC specialization providing planning, acquisition, deployment and support services to mid-sized businesses in Florida.

- **President and CEO, Principal**
 - **Duties** - Executive Management and Leadership, Direct Sales, Technology Design and Marketing
 - **Highlights** - Founding Principal - Direct responsibility for \$4.0M in annual sales. Managed a staff of twenty sales and technical professionals. Responsible for all aspects of the business including: profitability, cash flow, hiring, management, collections, vendors, purchasing, forecasting, strategy, HR and culture.

Outsource - Longwood, FL - 1998 - 1999 - Cisco Silver Partner

- Director of Sales and Finance

Sprint - Apopka, FL - 1991 - 1998

- Senior Systems Manager, Senior Financial Analyst, Project Manager

education

University of Central Florida - Orlando, FL - **Master of Business Administration** 1995
University of Florida - Gainesville, FL - **Bachelor of Science in Accounting** 1990